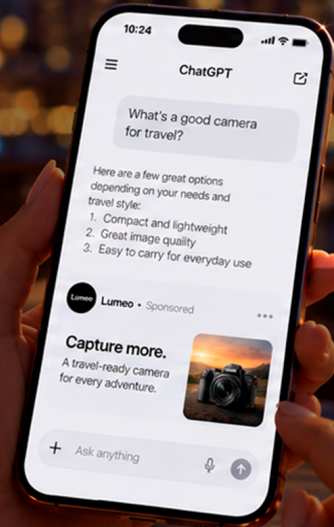


Reach Customers in the Conversation

Turn high-intent ChatGPT conversations into a new customer acquisition opportunity. Cybba helps brands advertise in ChatGPT, connecting your business with consumers while they're actively researching, comparing options, and making decisions.



WHY CHATGPT ADS

- **Reach High-Intent Audiences:** Connect with consumers while they're actively exploring products, services, and solutions relevant to your business.
- **Target the Conversation:** Go beyond traditional keywords with Context Hints that help align your ads with relevant topics, needs, and buyer intent.
- **Activate First-Party Data:** Upload hashed CRM lists to bring your existing audience strategy into the platform.
- **Stay Relevant:** Match clear, useful creative and landing pages to the context of the conversation, helping create a more natural path from discovery to action.

BUILT FOR PERFORMANCE

ChatGPT Ads bring familiar performance marketing fundamentals into a new conversational environment, with CPC buying and measurement designed around post-click outcomes.

- **Measure What Matters:** Track impressions, clicks, spend, conversions, CTR, CPA, and other core campaign metrics.
- **Connect Media to Outcomes:** Use UTMs, conversion tracking, and CRM reporting to evaluate performance beyond the initial click.
- **Start with a Focused Test:** Launch a one-month campaign with a \$2,000 minimum media budget, creating an accessible way to test this emerging channel.

AI IS CHANGING HOW PEOPLE SHOP

- 74%**¹ of shoppers use AI during product discovery
- 51%**² of U.S. consumers used at least one AI-powered shopping tool in the previous month
- 12%**³ of shoppers ask an AI assistant for purchasing advice while shopping in-store

A NEW KIND OF AD MOMENT

ChatGPT isn't a traditional search results page or social feed. Ads can appear alongside relevant conversations, creating an opportunity for brands to show up while consumers are actively considering what to do or buy next.

1. Source: **NielsenIQ, August 27, 2026** https://nielseniq.com/global/en/news-center/2026/74-of-shoppers-use-ai-for-discovery-niq-showcases-what-that-means-for-the-consumer-purchase-journey-in-new-report/?utm_source=chatgpt.com

2. Source: **NielsenIQ, September 24, 2026** https://nielseniq.com/global/en/news-center/2026/majority-of-u-s-consumers-now-use-ai-to-shop-niq-finds/?utm_source=chatgpt.com

3. Source: **Salesforce, July 28, 2026** https://www.salesforce.com/news/stories/ai-search-growth/?utm_source=chatgpt.com